AMENDMENTS TO THE CLAIMS:

1. (Currently amended) A device for preventing burn-in of a display screen of an image display device, the device comprising:

a blurring device for applying a blurring process to a single screen of an input image signal, without shifting an image represented by the input image signal, to obtain a single screen of a blurred image signal; and

a contrast inversion device for inverting contrast of a luminance level of the single screen of the blurred image signal to generate a single screen of a burn-in prevention image signal.

2. (Previously presented) The device according to claim 1, wherein pixel data of the single screen of the input image signal is grouped into a plurality of pixel blocks, each pixel block includes N rows × M columns of pixels, and the blurring device includes a quantizer that quantizes the pixel data of the single screen of the input image signal for each pixel block.

3. (Previously presented) The device according to claim 2, further comprising:

a device for varying a size of the pixel block for each field of the single screen of the input image signal.

4. (Previously presented) The device according to claim 1, further comprising:

a device for applying a position variation process to the single screen of the burn-in prevention image signal to shift, with an elapse of time, a display position on the

display screen of a display object that is displayed on the basis of the single screen of the input image signal.

5. (Previously presented) The device according to claim 1, wherein pixel data of the single screen of the input image signal is grouped into a plurality of pixel blocks, each pixel block includes N rows × M columns of pixels, and the blurring device includes a mosaicking circuit that mosaicks the pixel data of the single screen of the input image signal for each pixel block.

6. (Previously presented) The device according to claim 5, further comprising:

a device for varying a size of the pixel block for each field of the single screen of the input image signal.

7. (Previously presented) The device according to claim 5, further comprising:

a device for applying a position variation process to the single screen of the burn-in prevention image signal to shift, with an elapse of time, a display position on the display screen of a display object that is displayed on the basis of the single screen of the input image signal.

8. (Currently amended) A method of preventing burn-in of a display screen of an image display device, the method comprising:

A) subjecting an input image signal to blurring, without shifting an image represented by the input image signal, to obtain a blurred image signal; and

B) subjecting the blurred image signal to contrast inversion to invert contrast of a luminance level of the blurred image signal to generate a burn-in prevention image signal.

9. (Previously presented) The method according to claim 8, wherein pixel data of the input image signal is grouped into a plurality of pixel blocks, each pixel block includes N rows × M columns of pixels, and said subjecting the input image signal to blurring includes quantizing the pixel data of the input image signal for each pixel block.

10. (Previously presented) The method according to claim 9, further comprising:

varying a size of the pixel block for each field of the input image signal.

11. (Previously presented) The method according to claim 8, further comprising:

applying a position variation process to the burn-in prevention image signal to shift, with an elapse of time, a display position on the display screen of a display object that is displayed on the basis of the input image signal.

12. (Previously presented) The method according to claim 8, wherein pixel data of the input image signal is grouped into a plurality of pixel blocks, each pixel block includes N rows × M columns of pixels, and said subjecting the input image signal to blurring includes mosaicking the pixel data of the input image signal for each pixel block.

13. (Previously presented) The method according to claim 12, further comprising:

varying a size of the pixel block for each field of the input image signal.

14. (Previously presented) The method according to claim 12, further comprising:

applying a position variation process to the burn-in prevention image signal to shift, with an elapse of time, a display position on the display screen of a display object that is displayed on the basis of the input image signal.

15. (Currently amended) A display apparatus comprising:

a display device including a display screen;

a contour modification circuit for blurring an input image, without shifting the input image, to obtain a blurred image when the input image includes a still image;

a contrast inversion circuit for inverting contrast of a luminance level of the blurred image to obtain a contrast inverted image; and

a driver for displaying the contrast inverted image on the display screen when the input image includes a still image.

16. (Previously presented) The display apparatus according to claim 15, wherein the contour modification circuit includes a quantizer.

17. (Previously presented) The display apparatus according to claim 15, wherein the contour modification circuit includes a mosaicker.

18. (Original) The display apparatus according to claim 15, wherein pixels of the input image are grouped into a plurality of pixel blocks, and the contour modification circuit blurs the pixels of the input image for each pixel block.

19. (Previously presented) The display apparatus according to claim 18, further comprising:

a controller for varying a size of the pixel block for each field of the input image.

20. (Previously presented) The display apparatus according to claim 15, further comprising:

a second controller for shifting, with an elapse of time, a display position of the burn-in prevention image on the display screen.

21. (New) The device according to claim 1, wherein the blurring device applies the blurring process when the input image signal includes a still image which lasts at least a first predetermined period, and

the device further comprises:

a controller for increasing the luminance level of the blurred, contrast-inverted image signal if the still image lasts a second predetermined period which is longer than the first predetermined period.

22. (New) The device according to claim 2, wherein a quantization level of the quantizer increases successively for a series of screens of the input image signal, and when the quantization level reaches its highest level, then the quantization level returns to its lowest level.

23. (New) The method according to claim 8, wherein said subjecting the input image signal to blurring is performed when the input image signal includes a still image which lasts at least a first predetermined period, and the method further comprises:

C) increasing the luminance level of the blurred, contrast-inverted image signal if the still-image lasts a second predetermined period which is longer than the first predetermined period.

24. (New) The method according to claim 9, further comprising:

D) increasing a quantization level of a quantizer successively for a series of screens of the input image signal; and

E) returning the quantization level to its lowest level when the quantization level reaches its highest level.

25. (New) The display apparatus according to claim 15, wherein the contour modification circuit blurs the input image when the input image includes a still image which lasts at least a first predetermined period, and

the display apparatus further comprises:

a controller for increasing the luminance level of the blurred, contrast-inverted image signal if the still image lasts a second predetermined period which is longer than the first predetermined period.

26. (New) The display apparatus according to claim 16, wherein a quantization level of the quantizer increases successively for a series of screens of the input image, and

when the quantization level reaches its highest level, then the quantization level returns to its lowest level.